

IN THE CLAIMS

Please amend the claims as follows. Added text is underlined and deleted text is either struck through or shown in double enclosing brackets. Applicants aver that no new matter has been added.

1. (Previously Presented) A computer-implemented system comprising:
a processor coupled to a memory through a bus; and
an auction price-setting process executed from the memory by the processor to
determine that a high proxy bid submitted by a buyer for an item is less than a reserve price set
by a seller for the item, and
publish, based on the determining, to the seller a proxy bid information, the proxy bid
information including the high proxy bid, and the proxy bid information being associated
with a listing for the item during an auction price-setting process.
2. (Previously Presented) The computer-implemented system of claim 1, wherein the auction
price-setting process further causes the processor to automatically retract publication of
the proxy bid information upon the high proxy bid exceeding the reserve price.
3. (Withdrawn) The computer-implemented system of claim 1, wherein the auction price-setting
process further causes the processor to request an adjustment of a fixed price offer
associated with a listing for an item utilizing the auction price-setting process, the request
to be sent to a seller of the listing.
4. (Withdrawn) The computer-implemented system of claim 1, wherein the publication is
performed during the auction price-setting process.
5. (Withdrawn) The computer-implemented system of claim 1, wherein the publication is
performed after the auction price-setting process.

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6. (Withdrawn) The computer-implemented system of claim 1, wherein the auction price-setting process further causes the processor to determine that the reserve price is published and, automatically notify a buyer that the reserve price is published.
 7. (Withdrawn) The computer-implemented system of claim 1, wherein the publication includes publishing for view by a specific bidder only.
 8. (Previously Presented) A computer-implemented system comprising:
a processor coupled to a memory through a bus; and
an auction price-setting process executed from the memory by the processor to determine that a high proxy bid submitted by a buyer for an item is less than a reserve price set by a seller for the item, and
based on the determining, exchange between the buyer and the seller a proxy bid information, the proxy bid information including the high proxy bid, of the buyer, and the proxy bid information being associated with a listing for the item utilizing the auction price-setting process.
 9. (Withdrawn) The computer-implemented system of claim 8, wherein the at least one of the proxy bid information and the reserve price information are automatically exchanged upon conclusion of the auction price-setting process.
 10. (Withdrawn) The computer-implemented system of claim 8, wherein the at least one of the proxy bid information and the reserve price information are automatically exchanged during the auction price-setting process.
 11. (Withdrawn) The computer-implemented system of claim 8, wherein the auction price-setting process further causes the processor to automatically invite at least one of the seller and the buyer to exchange the at least one of the proxy bid and the reserve price information.

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12. (Withdrawn) The computer-implemented system of claim 11, wherein it is determined that a proxy bid associated with the seller and the reserve price are within a predetermined proximity of each other and, in response, at least one of the buyer and the seller is automatically invited to exchange the at least one of the proxy bid and the reserve price information.
 13. (Withdrawn) The computer-implemented system of claim 12, wherein the predetermined proximity is within twenty percent of each other.
 14. (Withdrawn) The computer-implemented system of claim 8, wherein the exchange of information is a secured exchange of information.
 15. (Withdrawn) The computer-implemented system of claim 11, wherein the invitation is indicated in the listing.
 16. (Withdrawn) The computer-implemented system of claim 11, wherein the invitation is indicated in the listing before the auction price-setting process.
 17. (Withdrawn) The computer-implemented system of claim 11, wherein the invitation is indicated in the listing after the auction price-setting process.
 18. (Withdrawn) The computer-implemented system of claim 8, wherein the exchange is performed by automatically publishing at least one of the at least one of the proxy bid information and the reserve price information.
 19. (Withdrawn) The computer-implemented system of claim 8, wherein the auction price-setting process further causes the processor to make a request for an adjustment of a fixed price offer associated with a listing for an item utilizing the auction price-setting process, the request to be sent to a seller of the listing.

20. (Withdrawn) The computer-implemented system of claim 8, wherein the auction price-setting process further determines that the reserve price has been published and, in response, causes the processor to notify automatically the buyer that the reserve price has been published.

21. – 25. (Canceled)

26. (Previously Presented) A computer-implemented system comprising:
a means for determining that a high proxy bid submitted by a buyer for an item is less than a reserve price set by a seller for the item, and
publishing, based on the determining, to the seller a proxy bid information, the proxy bid information including the high proxy bid, and the proxy bid information being associated with a listing for the item in an auction price-setting process; and
a storage means for storing the proxy bid information and the reserve price.

27. (Previously Presented) The computer-implemented system of claim 26, further comprising:
a means for automatically retracting publication of the at least one of the proxy bid information upon the high proxy bid exceeding the reserve price, the means for retracting coupled to the storage means.

28. (Withdrawn) The computer-implemented system of claim 26, further comprising:
a means for making a request for an adjustment of a fixed price offer associated with a listing for an item utilizing the auction price-setting process, the request to be sent to a seller of the listing, the means for making the request coupled to the storage means.

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29. (Currently Amended) A computer-implemented system comprising:
- a means for exchanging, between a buyer and a seller, proxy bid information submitted by the buyer for an item and reserve price information related to the item as set by the seller, the proxy bid information and the reserve price information being associated with a listing of the item utilizing an auction price-setting process;
 - a means for publishing, to the seller the proxy bid information, the proxy bid information including a high proxy bid; and
 - a storage means for storing the proxy information.
30. (Withdrawn) The computer-implemented system of claim 29, wherein the proxy information and the reserve price information are automatically exchanged upon conclusion of the auction price-setting process.
31. (Withdrawn) The computer-implemented system of claim 29, wherein the proxy information and the reserve price information are automatically exchanged during the auction price-setting process.
32. – 33. (Canceled)
34. (Currently Amended) A non-transitory computer-readable storage medium comprising instructions, which when executed by one or more processors, perform a method, the method comprising:
- determining that a high proxy bid submitted by a buyer for an item is less than a reserve price set by a seller for the item, and
 - in response to the determining, automatically publishing to the seller a proxy bid information, the proxy bid information including the high proxy bid, and the proxy bid information being associated with a listing for the item during an auction price-setting process.

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35. (Currently Amended) The non-transitory computer-readable storage medium of claim 34, further comprising instructions, which when executed by one or more processors, perform an operation comprising automatically retracting publication of the proxy bid information upon the high proxy bid exceeding the reserve price.
36. (Withdrawn) The machine-readable medium of claim 34, further comprising instructions, which when executed by one or more processors, perform the following operation: making a request for an adjustment of a fixed price offer associated with a listing for an item utilizing the auction price-setting process, the request to be sent to a seller of the listing.
37. (Withdrawn) The computer-readable medium of claim 34, wherein the publication is performed during the auction price-setting process.
38. (Withdrawn) The computer-readable medium of claim 34, wherein the publication is performed after the auction price-setting process.
39. (Withdrawn) The computer-readable medium of claim 34, further comprising instructions, which when executed by one or more processors, perform the following operation: determining that the reserve price is published and, in response to the determining, automatically notifying a buyer that the reserve price is published.
40. (Withdrawn) The computer-readable medium of claim 34, wherein the publishing includes publishing for view by a specific bidder only.

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41. (Currently Amended) A non-transitory computer-readable storage medium comprising instructions, which when executed by one or more processors, perform a method comprising:
- exchanging, between a buyer and a seller, proxy bid information related to an item being bid upon by the buyer and reserve price information related to the item as set by the seller, the proxy bid information and the reserve price information being associated with a listing of the item utilizing an auction price-setting process.
42. (Withdrawn) The computer-readable medium of claim 41, wherein the proxy information and the reserve price information are automatically exchanged upon conclusion of the auction price-setting process.
43. (Withdrawn) The computer-readable medium of claim 41, wherein the proxy information and the reserve price information are automatically exchanged during the auction price-setting process.
44. (Withdrawn) The computer-readable medium of claim 41, further comprising instructions, which when executed by one or more processors, perform the following operation: automatically inviting at least one of the seller and the buyer to exchange the proxy and the reserve price information.
45. (Withdrawn) The computer-readable medium of claim 44, wherein it is determined that a proxy bid associated with the seller and the reserve price are within a predetermined proximity of each other and, in response, at least one of the buyer and the seller is automatically invited to exchange the proxy and the reserve price information.
46. (Withdrawn) The computer-readable medium of claim 45, wherein the predetermined proximity is within twenty percent of each other.

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47. (Withdrawn) The computer-readable medium of claim 41, wherein the exchange of information is a secured exchange of information.
48. (Withdrawn) The computer-readable medium of claim 44, wherein the invitation is indicated in the listing.
49. (Withdrawn) The computer-readable medium of claim 44, wherein the invitation is indicated in the listing before the auction price-setting process.
50. (Withdrawn) The computer-readable medium of claim 44, wherein the invitation is indicated in the listing after the auction price-setting process.
51. (Withdrawn) The computer-readable medium of claim 41, wherein the exchange is performed by automatically publishing at least one of the proxy information and the reserve price information.
52. (Withdrawn) The computer-readable medium of claim 41, further comprising instructions, which when executed by one or more processors, perform the following operation: making a request for an adjustment of a fixed price offer associated with a listing for an item utilizing the auction price-setting process, the request to be sent to a seller of the listing.
53. (Withdrawn) The computer-readable medium of claim 41, further comprising instructions, which when executed by one or more processors, perform the following operation: determining that the reserve price has been published and, in response to the determining, notifying automatically the buyer that the reserve price has been published.
- 54.-58. (Canceled)

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59. (Currently Amended) A computer-implemented method comprising:
determining, using at least one processor, that a high proxy bid submitted by a seller for an item
is less than a reserve price set by a seller for the item, and
in response to the determining, automatically publishing to the seller a proxy bid information, the
proxy bid information including the high proxy bid, and the proxy bid information being
associated with a listing for the item in an auction price-setting process.
60. (Previously Presented) The computer-implemented method of claim 59, further comprising:
automatically retracting publication of the proxy bid information upon the high proxy bid
exceeding the reserve price.
61. (Withdrawn) The computer-implemented method of claim 59, further comprising:
making a request for an adjustment of a fixed price offer associated with a listing for an item
utilizing the auction price-setting process, the request to be sent to a seller of the listing.
62. (Withdrawn) The computer-implemented method of claim 59, wherein the publication is
performed during the auction price-setting process.
63. (Withdrawn) The computer-implemented method of claim 59, wherein the publication is
performed after the auction price-setting process.
64. (Withdrawn) The computer-implemented method of claim 59, further comprising:
determining that the reserve price is published and, in response to the determining, automatically
notifying a buyer that the reserve price is published.
65. (Withdrawn) The computer-implemented method of claim 59, wherein the publishing
includes publishing for view by a specific buyer only.

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66. (Currently Amended) A computer-implemented method comprising:
exchanging, using at least one processor, between a buyer and a seller, proxy bid information
submitted by the buyer for an item and reserve price information related to the item as set
by the seller, the proxy information being associated with a listing for the item utilizing
an auction price-setting process.
67. (Withdrawn) The computer-implemented method of claim 66, wherein the proxy
information and the reserve price information are automatically exchanged upon
conclusion of the auction price-setting process.
68. (Withdrawn) The computer-implemented method of claim 66, wherein the proxy
information and the reserve price information are automatically exchanged during the
auction price-setting process.
69. (Withdrawn) The computer-implemented method of claim 66, further comprising:
automatically inviting at least one of the seller and the buyer to exchange the proxy and
the reserve price information.
70. (Withdrawn) The computer-implemented method of claim 69, wherein it is determined that a
proxy bid associated with the seller and the reserve price are within a predetermined
proximity of each other and, in response, at least one of the buyer and the seller is
automatically invited to exchange the proxy and the reserve price information.
71. (Withdrawn) The computer-implemented method of claim 70, wherein the predetermined
proximity is within twenty percent of each other.
72. (Withdrawn) The computer-implemented method of claim 66, wherein the exchange of
information is a secured exchange of information.

73. (Withdrawn) The computer-implemented method of claim 69, wherein the invitation is indicated in the listing.
74. (Withdrawn) The computer-implemented method of claim 69, wherein the invitation is indicated in the listing before the auction price-setting process.
75. (Withdrawn) The computer-implemented method of claim 69, wherein the invitation is indicated in the listing after the auction price-setting process.
76. (Withdrawn) The computer-implemented method of claim 66, wherein the exchange is performed by automatically publishing at least one of the proxy information and the reserve price information.
77. (Withdrawn) The computer-implemented method of claim 66, further comprising:
making a request for an adjustment of a fixed price offer associated with a listing for an item
utilizing the auction price-setting process, the request to be sent to a seller of the listing.
78. (Withdrawn) The computer-implemented method of claim 66, further comprising:
determining that the reserve price has been published and, in response to the determining,
notifying automatically the buyer that the reserve price has been published.
79. – 83. (Canceled)